

# TRANSFORMING DESIGN



dmi  
Design Management Institute

## Design/Management Europe 14

21-22 April 2010, One Wimpole Street, London, United Kingdom



# TRANSFORMING DESIGN

Design is now recognized as an enabler of business transformation, because design leads change which is critically needed to save and solve our future. It is a solution that addresses problems, and problems behind problems. Design connects businesses to their customers, and customers to new products, services and experiences. Design is a process tool, an innovation tool, a tool to build experiences, and a transformation tool. Transformation is as much a way of thinking as it is a result.

This conference will explore the connections and transformation capabilities of design management in three important areas:

- Social and public sectors
- New products and services
- Business innovation

The world is changing, business is changing, the role of design is changing, and so too design managers need to change. The “new new” will not be simply a revert to the old pre-recession ways. Now as design leaders, we are at a crossroads. Embrace the changing and expanding opportunities for design to lead the way, or observe from the sidelines. Increasingly, design managers are being invited to the boardroom and are asking themselves, “Can I rise to the occasion?”

Now is the time to take action, to prepare for your future, to be engaged, and to lead your organization, staff, and clients to the values of design like never before. Join us this April in London. Transform yourself.

## What you will gain:

Stimulating conversations with thought leaders... fresh points of view... making new connections... rekindling friendships... preparing for future competition... and rising to the occasion! As design managers, we have a rare opportunity to lead in the transformation by design movement, demonstrate design thinking and best practice design management, and make a difference.

## CONFERENCE CO-CHAIRS



**Thomas Lockwood**  
President,  
Design Management  
Institute



**Clive Grinyer**  
Director,  
Customer Experience,  
Cisco Internet  
Business Solutions



**Oliver King**  
Co-Founder and Director,  
Engine Service Design



**Have we arrived?**

**Kate Aronowitz**

Director of Design, Facebook



**Divers of complexities**

**Charles Bezerra, PhD**

Executive Director,  
GAD'Innovation



**Evolving your design DNA**

**Willem Boijens**

Principal UE Manager, Vodafone



**How does good leadership  
create great design?**

**Joe Ferry**

Head of Design, Virgin Atlantic  
Airways Ltd.



**Designers: Transformers  
in disguise**

**Mike Ganderton**

Creative Senior Director, Markets  
and Products, LEGO Group



**After the tornado: How  
design can (and can't)  
transform business**

**Kevin McCullagh**

Director, Plan Strategic Ltd.



**The future role of design  
effectiveness in business**

**Deborah Dawton**

Chief Executive, Design Business  
Association (DBA)



**Design-led innovation**

**David Kester**

Chief Executive, Design Council



**Julie Meyer**

Chief Executive, Ariadne Capital  
Ltd.



**Integrative design: Design for social impact**

**Geoff Mulgan**

Director, Young Foundation



**From user-centered design to designing for service: Where design is leading us next**

**Lucy Kimbell**

Clark Fellow in Design Leadership, Saïd Business School, University of Oxford



**Design for the other 90%**

**Dr. Paul Thompson**

Rector and Vice-Provost, Royal College of Art



**Facilitation, experimentation, and managing design risk**

**Michael Schrage**

Research Fellow, MIT Sloan School Center for Digital Business; Department of Innovation and Entrepreneurship, Imperial College Business School



**Transformational synergy: Aligning design pushers and pullers**

**Raymond Turner**

Principal, Raymond Turner Associates

## CONFERENCE SPONSORS



## OPTIONAL SEMINARS



### Service design: key methods and strategies

Oliver King, Director and Co-founder, Engine Service Design  
19-20 April 2010, Design Council, London

This seminar will focus on practical methods and strategies that professionals can use to deliver great service experiences. Participants will not only learn how to develop customer-facing propositions, but also understand what needs to happen behind the scenes to ensure a good service performance.



### Design research and the customer-driven innovation strategy

Darrel Rhea, CEO, Cheskin Added Value  
23 April 2010, Design Council, London

Design Research skills have become a core competency of a contemporary designer and design organization. This seminar will provide you with the perspective you need to raise the level of your contribution in your organization, and the skills to interact with and manage design research. Most importantly, it will make you a better designer.

Visit [www.dmi.org/european](http://www.dmi.org/european) for complete information and registration for seminars.

## CONFERENCE REGISTRATION

### Conference fees

Nonmembers	€990
DMI Individual Member	€890
DMI Group Member	€790
DMI Organization Member	€740
DMI Forum Member	€690

To register: [www.dmi.org/european](http://www.dmi.org/european)

### Conference and new membership special offer

Join DMI now at a reduced rate, receive the member discount on the conference, and enjoy considerable net savings!

	Membership Fee	Conference Fee	Total Price	Net Savings
<b>Individual membership + conference</b>	<b>€215 (Reg. €275)</b>	<b>+ €890</b>	<b>= €1105</b>	<b>€160</b>

Please contact DMI to obtain similar discounts on Group, Organization, and Forum Membership.

**To register for the conference or optional seminars: visit [www.dmi.org/european](http://www.dmi.org/european).**

**Group pricing:** Groups of three or more from the same organization are eligible for discounts, please call or email DMI for pricing.

**What's included:** Lunch Wednesday and Thursday, two receptions, access to all sessions, conference binder, attendee directory, and post-conference video.

**Hotels:** Please visit [www.dmi.org/european](http://www.dmi.org/european) for a list of suggested hotels near One Wimpole Street.

**Cancellation policy:** All cancellations or substitutions must be received in writing. Until 22 March 2010: We will deduct a €120 administrative charge and refund or credit the remaining fee. 22 March - 5 April 2010: We will deduct a €120 administrative charge and credit the remaining fee towards a future conference (within a year) or a new (no renewals) full price membership. After 5 April 2010: No refunds or credit.